

International Society of Exposure Science (ISES) Strategic Plan: Creating a Safer and Healthier World by Advancing The Science of Exposure 2008–2011

Executive Summary

Changes in the field of exposure have never been greater and the pace of change will only accelerate in the future. The ISES is well positioned to thrive as the membership continues to work to advance our ***Vision of Creating a Safer and Healthier World by Advancing the Science of Exposure***. While advancement of the vision is being accomplished in significant areas, as a Society we will position ourselves to face the challenge of ***Increasing the Impact and Future Vitality of Exposure Science***.

This Strategic Plan presents a roadmap for meeting this challenge by setting priorities that:

- Increase Scientific Impact
- Advocate the Value of Exposure Science
- Build for the Future of Exposure Science
- Expand and Deepen Member Engagement
- Strengthen Organizational Effectiveness

This plan details how each of these five Strategic Priorities will be executed through a series of outcome-oriented Key Objectives that will transform our Society. The Objectives outlined in this plan will be supported by embracing best practices of professional society oversight, engaging ISES leadership at all levels and by increasing the involvement of members at all career stages, to ensure the future relevance and global impact of exposure science.

Vision

The vision articulates a pivotal role for the future of the organization. The vision of ISES is **Creating a Safer and Healthier World by Advancing the Science of Exposure**.

Central Challenge

The future success of ISES and the discipline of exposure science will depend on effectively communicating the importance of exposure science in improving human and environmental health, enhancing research funding for the discipline, and meeting the need to support and attract the next generation of exposure scientists. We will also begin to expand collaborations with relevant, like-committed societies, in efforts to understand and find our voice in a globalizing world. These significant issues lead us to our Central Challenge, which is to **Increase the Impact and Future Vitality of Exposure Science.**

Strategic Priorities and Key Objectives

To rise to, and successfully address, our Central Challenge, ISES embraces five Strategic Priorities and the Key Objectives that characterize each Strategic Priority.

These priorities include:

- Increase Scientific Impact
- Advocate the Value of Exposure Science
- Build for the Future of Exposure Science
- Expand and Deepen Member Engagement
- Strengthen ISES's Organizational Effectiveness

The subsequent text describes each Strategic Priority, with summarized background information, brief explanations of each Key Objective, and a listing of what pursuing these Key Objectives will mean to you as a member of ISES.

Strategic Priority: *Increase the Impact of Exposure Science*

The Issue:

ISES is a broad-based, multidisciplinary organization, whose members share the common goal of "Creating a Safer and Healthier World by Advancing the Science of Exposure." Over the years, ISES has instituted a number of activities to facilitate advancements in the field of exposure science. However, many additional opportunities exist to increase the visibility of scientific advances made by exposure scientists, and to communicate these advances in a way that clearly demonstrates their potential to improve human and environmental health. Similarly, numerous avenues exist to promote scientific progress within the discipline, with the potential to enhance the impact of exposure science as a seminal science for human and environmental health.

Key Objectives for this Strategic Priority:

Become a Forum for Novel Discoveries and Approaches Related to Exposure Science.
ISES will utilize its Annual Meeting and its scientific journal, *Journal of Exposure Science and*

Environmental Epidemiology, to become the most sought-after venue for showcasing cutting-edge, emerging science related to exposure.

Foster Integration of Sub-disciplines that Support the Evolution of Exposure Science. ISES will effectively recruit the diversity of science necessary to support and realize the full impact of exposure science on human and environmental health.

Increase the Impact of Exposure Science on Human Health and Disease Prevention and Protection of the Environment. ISES will take a leadership role in stimulating and fostering research and training as well as broadening appreciation of the role that exposure science plays in predicting and mitigating adverse impacts on human health and the environment.

Strengthen Partnerships with other Scientific- and Health-Based Organizations. ISES will work collaboratively to raise the profile of exposure science externally among peers in other scientific societies and organizations with the long-term goal of increasing the impact of exposure science on human and environmental health.

What will this mean for you?

- A focus on thematic programming, developed by the Technical Organizing Committee, at the Annual Meeting.
- Showcasing of the impact of exposure science on human health and the environment, highlighting areas of emerging science, especially within the *Journal of Exposure Science and Environmental Epidemiology*.
- Recognition of ISES activities as a venue for integrative and emerging areas of science.
 - Scientific Liaisons will broaden partnerships with other relevant scientific societies and organizations to help strengthen the science of exposure and its human and environmental health impact.
 - Increased awareness, respect and understanding for issues inherent to each sector of society (academia, industry, government, non-governmental organizations, and private) and how we are linked together.

Strategic Priority: *Advocate the Value of Exposure Science*

The Issue:

There is a need to provide integrated and targeted messages to defined audiences on the value of Exposure as a science. The goal is to increase the reliance of all audiences on sound exposure science.

Key Objectives for this Strategic Priority:

Increase Reliance of Decision Makers on Exposure Science. In order for sound exposure information to be used in legislation, regulation, and policies, ISES and its members will become known as the primary resource for scientific expertise.

Increase Visibility of ISES and its Members as Scientific Leaders and Resources. ISES will expand mechanisms for exposure scientists to be accessible to those seeking accurate scientific information.

Play a Proactive Role in Defining Issues for Policymakers and the Public. ISES will inform policy makers and the public of the science surrounding exposure issues and will be prepared to react quickly and accurately to exposure issues in the news.

Communicate the Benefit of Exposure Science to the General Public. ISES will let the public know that it is creating a safer and healthier world by advancing the science of exposure.

What will this mean to you?

- The Communications Committee will have the primary responsibility for external communications.
- Communications materials prepared by ISES, with the assistance of communications professionals, will help increase the effectiveness of our communications and help members to be scientific resources.
- ISES will develop consistent and high-impact messages to advance the perception of exposure science as a highly valued scientific discipline.
- The ISES website will increasingly serve as a resource for internal and external communications, among experts and between experts and interested people with less technical background.

Strategic Priority: *Build for the Future of Exposure Science*

The Issue:

The ISES currently addresses the needs of its membership by providing a variety of valuable activities. However, it is necessary for ISES and the individual members to plan for the future rather than simply react to changes as they occur. Use of emerging technologies, relevant and forward-looking training, a vibrant and relevant research enterprise, and a supply of talented and well-trained future exposure scientists are important for exposure science to contribute to the health of humans and the environment.

Key Objectives for this Strategic Priority:

Drive the Evolution of Exposure Science and Facilitate Adaptation to Change. ISES will encourage development and appropriate utilization of technical and scientific advancements, and will help engage the membership in these advancements and their applications.

Secure Increased Funding for Research and Training. The Energizer Committee will identify, formulate and recommend strategies and mechanisms for increasing conventional and alternative sources of funding for research and training.

Attract, Retain and Develop Scientific Leaders. ISES is committed to the development of scientific leaders and to recruiting scientific leaders from allied disciplines.

What does this mean for you?

- Implementation of new technologies and scientific advancements will provide enhanced opportunities for exposure scientists to contribute to creating a safer and healthier world in the future.
- Exposure science research will be enhanced through increased funding from traditional and nontraditional sources.
- Enhanced leadership will provide scientific advancement and enhanced image to the profession that will be a positive reflection on all exposure scientists.

Strategic Priority: *Expand and Deepen Member Engagement*

The Issue:

The Society is committed to providing the most effective and critical career resources to promote the professional advancement of each and every member, across all career stages. If members believe that they benefit directly from superior services, they also benefit indirectly through their engagement in these services. This interaction propels and sustains professional development. As the field of exposure science evolves, so will the ISES and its membership, through the breadth and depth of member services. Accordingly, several Key Objectives are paramount if ISES is to meet the challenge of enhancing the professional development of all of its members.

Key Objectives for this Strategic Priority:

Assess Member Needs Using Effective Data Collection. This objective will rest upon enhancement of data collection capabilities.

Enhance Current and Provide New Member Services. The quality and range of services will be strengthened based on high quality member data.

Enhance Mechanisms for Smaller Group Engagement. Support for existing mechanisms will expand, and new opportunities that are identified using member data will be pursued.

Build Bridges to Connect Diverse Member Groups. Emphasis will be placed on bringing sectors of our society that operate independently into productive collaborations.

Determine Future Membership Scope and Scale. ISES will work proactively, rather than reactively, to understand and foster evolution of our membership, in keeping with our Vision and supporting our Strategic Priorities.

What will this mean to you?

- The membership Committee will expand its infrastructure to gather data for assessment and decision-making on evidence that provide insights into our membership or issues in other areas.
- An appropriate evidence-based strategy will direct activities that improve current services and create services that respond to evolving member needs.

- ISES will increase emphasis on smaller groups, including Regional Chapters around the world and Specialty Sections, as they will deepen member engagement and create new opportunities to interact for members with like needs or interests.
- The programming of annual and other meetings will be designed to bring groups together for cross-fertilization and synergy.
- The Board and others will explore how ISES will change, and be changed by, emerging trends in exposure science and demographics, and by our own Strategic Priorities.

Strategic Priority: *Strengthen ISES's Organizational Effectiveness*

The Issue:

Since its inception, ISES has increasingly provided quality programs and services to meet member needs. However, in an ever-changing environment, ISES will strengthen its organizational effectiveness so it can achieve its vision and make lasting contributions to its members and society.

Key Objectives for this Strategic Priority:

Align Organizational Structure with Strategic Plan. As the discipline of exposure science evolves, ISES will have the structure to accomplish its Strategic Priorities and Key Objectives and must align its resources to these outcomes.

Develop Future ISES Leadership. ISES commits itself to cultivating leaders and developing leadership skills to ensure a diverse and talented leadership pool.

Enhance Internal and External Web Communications Capability. Developing an integrated communication strategy that extends to all aspects of ISES and that raises the visibility and impact of ISES and its members will be critical to the advancement of the discipline of exposure science.

Expand ISES Role Beyond Annual Meeting. ISES assets will be used increasingly outside the Annual Meeting to expand the reach and relevance of exposure science and to promote our vision.

What will this mean to you?

- As ISES resources are re-allocated to maximize the impact of the Strategic Priorities, new committees/work groups will be constituted and activities with a lower priority will be streamlined or eliminated.
- Leadership opportunities and training will be expanded.
- Effectiveness and impact of ISES internal communications vehicles, including the ISES Web site and broadcast emails will be assessed and improved.
- The opportunities for the exchange of scientific information—through teleseminars, satellite meetings, and other meetings will be increased.
- Improved internal communications will increase the efficiency and effectiveness of communication between the membership and leadership.

New Committees and Task Forces

Below is a table summarizing the new committees and task forces formed in response to Key Objectives of the 2008–2011 ISES Strategic Plan.

Committee/Task Force	Purpose
Scientific Exchange Task Force	Identify, develop, and prioritize programs targeting cutting edge, high-impact and high-visibility research areas.
Data Development Task Force	Identify current and future data that are or will be needed by ISES and to support assessment of the characteristics, nature, composition, trends, and possible future shapes of the Society.
Messaging Task Force	Develop messages that can be used by ISES and members effectively and efficiently to clearly demonstrate the value of exposure science to high priority audiences.

Living the Strategic Plan

Perhaps the most important aspects of the ISES Strategic Plan 2008–2011 are the next steps, many of which are already underway. No Strategic Plan can impact an organization unless it leads to positive actions, measurable outcomes, and an assessment of outcomes that feeds back into an ever-improving, ever-evolving process. Thus, the most effective strategic planning is constantly and meaningfully renewed, and this will continue to be the case for the 2008–2011 Strategic Plan as we move forward to accomplish our **Vision of Creating a Safer and Healthier World by Advancing the Science of Exposure.**

Acknowledgements

The ISES gratefully acknowledges the Society of Toxicology for granting permission to use their Strategic Plan, with only minor modification, as a base for our Strategic Plan. The commonality of purpose demonstrates synergistic opportunities to create a safer and healthier world.